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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

U.S. Serial No. 10/664,660) I hereby certify that this paper (and/or fee)
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Applicants: Lee et al.) Postal Service as first class mail in an
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Filed: September 19, 2003)
) Mail Stop Amendment
Title: "Methods and Apparatus) Commissioner for Patents
for an Advertisement Display) P.O. Box 1450
Tot an Advertisement Display) Alexandria, VA 22313-1450
Service Using Metadata") on this date:
)
TC/AU: 2611) Dated: December 22, 2005
	Ω_{00}
Examiner: NALEVANKO,	
Christopher R.) letat (T)
•	Mark C. Zimmerman
Docket No.: 20063/10002) Registration No. 44,006

Mail Stop Amendment Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

RESPONSE TO THE OFFICE ACTION DATED AUGUST 22, 2005

Dear Sir:

Please enter the following amendments and consider the following remarks.

The Status of the Claims is reflected in the listing of claims that begins on page 2 of this paper.

Remarks begin on page 5 of this paper.